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REISSUE PATENT APPLICATION TRANSMITTAL

Address to: Assistant Commissioner for Patents Box Patent Application Washington, DC 20231	<i>Attorney Docket No.</i>	SPRAGUE-REI-1																
	<i>First Named Inventor</i>	William R. SPRAGUE																
	<i>Original Patent Number</i>	5,842,629																
	<i>Original Patent Issue Date (Month/Day/Year)</i>	12/01/1998																
	<i>Express Mail Label No.</i>	EK315845744 VS																
APPLICATION FOR REISSUE OF: <i>(check applicable box)</i> <input checked="" type="checkbox"/> Utility Patent <input type="checkbox"/> Design Patent <input type="checkbox"/> Plant Patent																		
APPLICATION ELEMENTS <table border="0"> <tr> <td>1. <input checked="" type="checkbox"/> * Fee Transmittal Form (<i>PTO/SB/56</i>) <i>(Submit an original, and a duplicate for fee processing)</i></td> <td>7. <input type="checkbox"/> Foreign Priority Claim (<i>35 U.S.C. 119</i>) <i>(if applicable)</i></td> </tr> <tr> <td>2. <input checked="" type="checkbox"/> Specification and Claims (<i>amended, if appropriate</i>)</td> <td>8. <input checked="" type="checkbox"/> Information Disclosure Statement (<i>IDS</i>)/<i>PTO-1449</i> <input checked="" type="checkbox"/> Copies of <i>IDS</i> Citations</td> </tr> <tr> <td>3. <input checked="" type="checkbox"/> Drawing(s) (<i>proposed amendments, if appropriate</i>)</td> <td>9. <input type="checkbox"/> English Translation of Reissue Oath/Declaration <i>(if applicable)</i></td> </tr> <tr> <td>4. <input checked="" type="checkbox"/> Reissue Oath / Declaration (<i>original or copy</i>) <i>(37 C.F.R. § 1.175)(PTO/SB/51 or 52)</i></td> <td>10. <input checked="" type="checkbox"/> * Small Entity Statement(s) <input type="checkbox"/> Statement filed in prior application, <i>(PTO/SB/09-12)</i> <input type="checkbox"/> Status still proper and desired</td> </tr> <tr> <td>5. Original U.S. Patent <input checked="" type="checkbox"/> Offer to Surrender Original Patent (<i>37 C.F.R. § 1.178</i>) <i>(PTO/SB/53 or PTO/SB/54)</i> <i>or</i> <input checked="" type="checkbox"/> Ribboned Original Patent Grant <input type="checkbox"/> Affidavit / Declaration of Loss (<i>PTO/SB/55</i>) </td> <td>11. <input type="checkbox"/> Preliminary Amendment</td> </tr> <tr> <td>6. Original U.S. Patent currently assigned? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>(If Yes, check applicable box(es))</i> </td> <td>12. <input checked="" type="checkbox"/> Return Receipt Postcard (<i>MPEP 503</i>) <i>(Should be specifically itemized)</i></td> </tr> <tr> <td></td> <td>13. <input checked="" type="checkbox"/> Other: Order for Title Report <small>.....</small> </td> </tr> </table>					1. <input checked="" type="checkbox"/> * Fee Transmittal Form (<i>PTO/SB/56</i>) <i>(Submit an original, and a duplicate for fee processing)</i>	7. <input type="checkbox"/> Foreign Priority Claim (<i>35 U.S.C. 119</i>) <i>(if applicable)</i>	2. <input checked="" type="checkbox"/> Specification and Claims (<i>amended, if appropriate</i>)	8. <input checked="" type="checkbox"/> Information Disclosure Statement (<i>IDS</i>)/ <i>PTO-1449</i> <input checked="" type="checkbox"/> Copies of <i>IDS</i> Citations	3. <input checked="" type="checkbox"/> Drawing(s) (<i>proposed amendments, if appropriate</i>)	9. <input type="checkbox"/> English Translation of Reissue Oath/Declaration <i>(if applicable)</i>	4. <input checked="" type="checkbox"/> Reissue Oath / Declaration (<i>original or copy</i>) <i>(37 C.F.R. § 1.175)(PTO/SB/51 or 52)</i>	10. <input checked="" type="checkbox"/> * Small Entity Statement(s) <input type="checkbox"/> Statement filed in prior application, <i>(PTO/SB/09-12)</i> <input type="checkbox"/> Status still proper and desired	5. Original U.S. Patent <input checked="" type="checkbox"/> Offer to Surrender Original Patent (<i>37 C.F.R. § 1.178</i>) <i>(PTO/SB/53 or PTO/SB/54)</i> <i>or</i> <input checked="" type="checkbox"/> Ribboned Original Patent Grant <input type="checkbox"/> Affidavit / Declaration of Loss (<i>PTO/SB/55</i>)	11. <input type="checkbox"/> Preliminary Amendment	6. Original U.S. Patent currently assigned? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <i>(If Yes, check applicable box(es))</i>	12. <input checked="" type="checkbox"/> Return Receipt Postcard (<i>MPEP 503</i>) <i>(Should be specifically itemized)</i>		13. <input checked="" type="checkbox"/> Other: Order for Title Report <small>.....</small>
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<input checked="" type="checkbox"/> Written Consent of all Assignees (<i>PTO/SB/53 or 54</i>) <input checked="" type="checkbox"/> 37 C.F.R. § 3.73(b) Statement <input type="checkbox"/> Power of Attorney																		
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Signature	<i>John M. Gusmano</i>		Date <i>12/10/99</i>

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REISSUE APPLICATION FEE TRANSMITTAL FORM

Docket Number (Optional)
SPRAGUE-REI-1

Claims as Filed - Part 1

Claims in Patent	For	Number Filed in Reissue Application	(3) Number Extra	Small Entity		Other than a Small Entity	
				Rate	Fee	Rate	Fee
(A) 4	Total Claims (37 CFR 1.16(j))	(B) 15	**** 0 =	x \$ ____ =	-0-	x \$ ____ =	
(C) 2	Independent Claims (37 CFR 1.16(i))	(D) 3	* 0 =	x \$ ____ =	-0-	x \$ ____ =	
Basic Fee (37 CFR 1.16(h))				\$ 380		\$	
Total Filing Fee				\$ 380		OR	\$

Claims as Amended - Part 2

	(1) Claims Remaining After Amendment		(2) Highest Number Previously Paid For	(3) Extra Claims Present	Small Entity		Other than a Small Entity	
					Rate	Fee	Rate	Fee
Total Claims (37 CFR 1.16(j))	***	MINUS	**	* =	x \$ ____ =		x \$ ____ =	
Independent Claims (37 CFR 1.16(i))	***	MINUS	*****	=	x \$ ____ =		x \$ ____ =	
Total Additional Fee				\$		OR	\$	

* If the entry in (D) is less than the entry in (C), Write "0" in column 3.

** If the "Highest Number of Total Claims Previously Paid For" is less than 20, Write "20" in this space.

*** After any cancelation of claims

**** If "A" is greater than 20, use (B -A); if "A" is 20 or less, use (B - 20).

***** "Highest Number of Independent Claims Previously Paid For" or Number of Independent Claims in Patent (C).

Please charge Deposit Account No. _____ in the amount of _____.
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The Commissioner is hereby authorized to charge any additional fees under 37 CFR 1.16 or 1.17 which may be required, or credit any overpayment to Deposit Account No. 03-3565.
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A check in the amount of \$ 405.00 to cover the filing / additional fee is enclosed.

12/9/09
Date

Signature of Applicant, Attorney or Agent of Record

Joseph M. Gusmano, Reg. No. 41,051

Typed or printed name

APPLICATION FOR REISSUE OF UNITED STATES PATENT

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Invention: **VERI MAG PACK**

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VERI MAG PACK

BACKGROUND OF THE INVENTION

1. Field of the invention

5 This invention relates to the improved design, construction, and security of packaging for a data card with an encoded magnetic stripe ("data card"), such as a telephone card, that provides security for the encoded data and a printed Personal Identification Number (PIN), a quick release feature to expedite point of purchase processing, packaging with a front and back plus a large area inside the package for printed telephone rate information, instructions for use, or advertisements, as applicable, and an economical way to print this information.

2. Description of the Background

There are limited data card holders that secure a magnetic stripe card to a cardboard backing, blister pack, inserted in envelopes, etc., but they do not protect the data card with a magnetic stripe in a secure pocket and still provide a simplified quick release feature that retains the data card in the packet while exposing only the magnetic stripe (and not the PIN). This feature permits the sales clerk to swipe the card through a magnetic reader to verify, activate, and register the PIN, while still maintaining the integrity of the packet.

Without admitting the prior art value of the same, U.S. Patent number 5,918,909 to Fiala
20 derives from an earlier-filed application (now abandoned) that shows a data card sandwiched between opposing panels and riveted therein. Aside from the present invention, the Fiala '909

patent is the earliest known attempt at a package that permits swiping of the protruding card through a magnetic reader without destroying the integrity of the packet.

U.S. Patent number 5,609,253 to Goade discloses a data card security display packaging for the security of the encoded data and PIN on the back of a data card. The Goade '253

5 packaging is piece of card stock with a continuous laminate covering the data card.

Unfortunately, the Goade '253 packaging has to be substantially destroyed, as Goade describes, to gain access to the magnetic stripe and PIN on the back of the data card. After the package is

destroyed the data card has to be removed to be passed through the magnetic reader.

Consequently, the magnetic stripe and PIN are exposed to the retail sales clerk, thereby compromising the security of the PIN printed on the back of the data card. Further, printing is much more constrained. There is no provision for printing text on the interior of the Goade '253 packaging, and two passes of a printing press are required to print the front and back of the packaging.

U.S. Patent No. 5,427,832 to Longtin shows a continuous business form with a data card in a pocket. The Longtin '832 package is designed for residential mailing rather than retail sales packaging. Again, the packaging must be substantially destroyed to gain access to the magnetic stripe on the back of a data card, thereby compromising the security of the PIN. Moreover, the Longtin '832 reference has no display window for displaying the card itself.

U.S. Patent number 3,773,251 to Hadick likewise shows packaging must be opened to reveal the magnetic stripe, not only destroying the integrity of the packaging, but compromising the confidentiality of the printed PIN at the retail location.

U.S. Patent Nos. 5,294,041 and 5,376,048, are continuous feed mailers designed to send confidential data on a form hidden by a perforated cover. These are mailers that are unsuitable for retail sales display. The packaging must be substantially destroyed to gain access to the magnetic stripe on the back of a data card, thereby compromising the security of the PIN.

5 Moreover, there is no display window for displaying the card itself.

It would be greatly advantageous to provide a retail package design for data cards that allows the data card to remain secured in the packaging when passed through a magnetic reader, thereby maintaining the integrity of the pack and keeping the printed PIN hidden. It would also be advantageous to provide a design layout that increases the available print area for printing rate information, instructions for use, marketing data, or advertisements, as applicable, and yet facilitates printing in one pass of a printing press thus saving the manufacturer money.

SUMMARY OF THE INVENTION

15 Pilferage of the confidential PIN on the back of a data card is one of the most serious problems in data card retail sales. The primary object of our invention is to provide packaging that will protect the security and confidentiality of encoded data on a magnetic stripe and PIN on the back of a data card and provide immediate simple access to the magnetic stripe by a retail sales clerk without damaging the integrity of the packaging or exposing the PIN printed on the back of the data card. Our invention, titled the VERI MAG PACK (VMP or "the pack"), is a
20 Verification Magnetic Stripe Pack that accomplishes this purpose. The VMP includes a data card glued inside a transparent cellophane window on the lower portion of the pack. The

magnetic stripe is kept secure until the quick release feature is used. The bottom perforated portion of the data card pack is removed exposing the magnetic stripe portion of the data card but not the printed PIN, and the data card remains glued to the pack. A retail sales clerk can then pass the magnetic stripe on the data card, that is still attached to the pack, through a magnetic reader at the point of purchase, validating and activating the encoded data and the PIN, without access to the printed PIN. The pack is sold to a customer who is the only one who can access the printed PIN without destroying the packaging. The purchaser removes the top and side perforated edges from the VMP, and folds it open like a book exposing the PIN printed on the top portion of the back of the data card, and telephone rate information, instructions for use, or advertisements, as applicable, printed on the inside of the pack.

Further objects of our invention are to provide a data card packaging design that can be printed economically and to provide a substantial area inside the packaging for printing of text materials, such as telephone rate information, instructions for use, or advertisements, as applicable.

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BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a drawing of the 11" x 7.5" ten to twenty point one-piece opaque board packaging that when folded, becomes the front and back sides of our 5.5" x 7.5" packaging invention, titled the VERI MAG PACK (VMP or "the pack"). At the top of the pack is a diecut hanger hole for retail sales display. A 3.375"x2.125" diecut transparent cellophane window is designed to display and hold a data card [is].

FIG. 2 is the completed front view of the VERI MAG PACK. It is now folded and sealed (glued) and perforated to form the completed pack. The figure shows a diecut hanger hole for retail sales display at the top and a diecut transparent cellophane window designed to hold a data card at the bottom. The perforation at the bottom is to allow quick access to the magnetic stripe but does not reveal the PIN. The top and side perforations are provided so that the pack can fold open like a book giving the purchaser easy access to the PIN printed on the upper portion of the back side of the data card, and a list of telephone rate information, instructions for use, or advertisements, as applicable, printed on the inside of the pack.

FIG. 3 is a completed back view of the VERI MAG PACK. It shows the diecut hanger hole, the perforated edges and bottom perforations of the pack for easy access to the data card magnetic stripe and printed material.

FIG. 4 is a cut-away front view of the VERI MAG PACK. In this view, one-half of the front of the data card is exposed. The data card remains glued to the upper portion of the pack protecting the PIN when the bottom perforation is removed thus maintaining the integrity of the pack.

FIG. 5 is a cut-away back view of the VERI MAG PACK. It shows the bottom portion of the back side of the data card with the magnetic stripe exposed. In this position, the magnetic stripe is passed through a magnetic reader to verify and activate the PIN. The PIN printed on the top portion of the back side of the data card remains hidden. The data card remains securely attached to the upper portion of the pack with adhesive maintaining the integrity of the pack. It also shows the diecut hanger hole and the top and side perforated edges.

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FIG. 6 is the inside view of the VERI MAG PACK, which measures 10.25" x 5.5" after the top and side perforated edges and the data card are removed by the purchaser. This provides an area that can be used by the manufacturer to print telephone rate information, instructions for use, or advertisements, as applicable.

5 FIG. 7 is the bottom, 5.5" x 2", quick release, disposable portion of the VERI MAG PACK with the diecut transparent cellophane window attached, which when removed, exposes the bottom half of the data card and the magnetic stripe.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

10 FIG. 1 is an illustration of a ten to twenty point one-piece opaque paper board packaging 10 (with exemplary dimensions of approximately 7.5" x 11") from which the VERI MAG PACK (VMP or "the pack") 30 is constructed with a first side (exterior) 11 and a second side (interior) 12 (not shown), length 13, and width 14. When folded in half along folding points 15 and glued, the packaging 10 becomes the finalized VMP 30 (see FIG 2). Specifically, the right side of the 15 packaging 10 becomes the front side 31 and the left side 12 becomes the back side 32 of the VMP 30 with a length 13 and width 33 (7.5" x 5.5").

20 FIG. 2 shows the front side 31 and FIG. 3 shows the back side 32 of the VMP 30. A diecut [transparent cellophane] window is formed in the front side 31, and a transparent cellophane layer is glued across the window to form a transparent cellophane window 16 [glued and] covering a data card 17. The data card 17 is of the type having [with] a front side 18, back side 19, magnetic stripe 20, length 21, width 22 (see FIG. 4 and FIG. 5). In the illustrated

embodiment, p[P]erforations are shown on three sides of the packaging 10, including top side perforation 23, right side perforation 24, and bottom perforation 25, all to facilitate quick access to the data card 17 and the printed information on the inside of the VMP 30. The quick release of the bottom 25 perforated area of the VMP 30 reveals the magnetic stripe 20 on the bottom

5 half of the back of the data card 17 that a retail sales clerk can pass through a magnetic reader at the point of purchase and electronically verify and activate the encoded data and PIN 39 (see

FIG. 4 and FIG.5) on the data card 17. The PIN 39 on the data card is not valid until verified and activated thus increasing and protecting the security of the encoded data until purchased.

The PIN 39 is not seen by anyone between manufacture and purchase, until a purchaser opens the packaging. When all the perforations, top side perforation 23, right side perforation 24, and bottom side perforation 25 of the VMP 30 are removed, the pack opens like a book (see FIG. 6) releasing the data card 17 and displaying an area of approximately 7.5" x 11" available for printed text such as telephone rate information, instructions for use, or advertisements applicable to the data card 17.

15 In addition to the above-described advantages, t[T]he one-piece paperboard construction of the VMP packaging 10 permits the four-color printing of the entire first side (exterior) 11 (the actual front side 31 and back side 32 of the completed VMP 30 as described above) in one single pass of a printing press rather than the two separate passes required to print a two-piece exterior package resulting in savings for the manufacturer of the VMP. The same savings is realized
20 when printing the second side (interior) 12 of the VMP (see FIG. 7). This interior, with an area

of 7.5" x 11" available for printed text as described above, can also be printed in one pass of a printing press instead of the two separate passes required to print a two-piece interior package.

The diecut hanger hole 26 at the top of the packaging 10 and VMP 30 is provided for the display of the pack at a retail location.

5 FIG. 2 shows the completed VMP 30 with a front side 31 and a back side 32, a length 13 and width 33, interior glue spots, top side 34, right side 35, and bottom 36 that seals the front side 31 and back side 32 of the VMP 30 by sandwiching the data card 17 and the diecut transparent cellophane window 16 to the opaque interior of the VMP protecting, yet permitting the exposure of the front side 18 of, the data card 17 that is sandwiched between the diecut transparent cellophane window on the front side 31 and back side 32 of the VMP 30.

10 Perforations on the top side 23, right side 24, and bottom 25 permit quick opening of the VMP for easy access to the data card 17. The bottom 25 perforation is removed to gain access to the magnetic stripe 20 for passing through a magnetic reader for immediate verification and activation of the encoded data and PIN 39 (see FIG. 4 and FIG. 5). The front side 31 of the VMP

15 30 as shown in this figure is [generally] preferably printed with a multi-color company logo, graphics, or advertising information.

FIG. 3 shows the back side 32 of the completed VMP 30 with a length 13, width 33, perforations on the top side 23, right side 24, and bottom 25, and diecut hanger hole 26 at the top of the pack. The back side 32 is made of opaque paper board that completely covers the back 19 of the data card 17 that is sandwiched in the middle of the VMP 30 thus protecting the security 20 of the encoded data on the magnetic stripe 20 and PIN 39 on the back 19 of the data card 17

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while permitting a view of the front side 18 of the data card 17 through the diecut transparent cellophane window 16 for advertising purposes. Thus the printed PIN 39 cannot be read unless the perforated areas are removed, which would result in a damaged package, and if the PIN 39 was exposed, the data card could not be used because the PIN 39 would not have been verified or activated. This a significant improvement in the security of the PIN 39 not found in similar packaging. The PIN is not viewed by any individual from manufacture of the pack until the packaging is opened by the purchaser.

FIG. 4 shows the front side 31 of the VMP 30, length 13, width 33, with the bottom 25 perforated area removed, diecut hanger hole 26, perforated top 23, right side 24, with one-half of the front side 18 of the data card 17 exposed. The magnetic stripe 20 is located on the back side 19 of the data card 17 (see FIG. 5). In this configuration, the data card 17 is ready to pass through the magnetic reader for verification and activation of the encoded data and PIN 39. In an alternate embodiment of the invention, t[T]he VMP 30 is [also] manufactured in this configuration without the bottom 25 perforated portion, thereby leaving [exposing] the magnetic stripe 20 normally exposed to further expedite point of purchase processing while protecting the integrity of the PIN 39.

FIG. 5 shows the back side 32 of the VMP 30, length 13, width 33, with the bottom 25 perforated portion removed, putting the magnetic stripe 20 of data card 17 in a position to be passed through a magnetic reader for verification and activation of the encoded data and PIN 39. The perforations at the top 23 and right side 24 are sealed but when removed expose the entire data card 17 and telephone rate information, instructions for use, or advertisements on the

second side (interior) 12 of the VMP 30. One of the glue strips 37 that adheres the data card 17 to the second side (interior) 12 of the pack is also shown. A diecut hanger hole 26 is provided for retail display purposes.

FIG. 6 illustrates the second side (interior) 12 of the packaging 10 of the VMP 30, length 13, width 14, with a diecut transparent cellophane window 16 removed. The VMP 30 with perforations, top side 23, right side 24, and bottom 25 removed and unfolded like a book at folding point 15 revealing the second side (interior) 12 that is also the interior of the VMP 30 with an area of 7.5" x 11" available for printed text, such as telephone rate information, instructions for use, or advertisements, as applicable. The bottom 25 perforated portion and data card 17 are removed. The entire one-piece second side (interior) 12 is economically printed in one pass of a printing press instead of the two separate passes required to print a two-piece interior package. Most similar packaging does not provide such a large area, if any, for printed advertising and instructional information. This is a significant improvement in data card packaging.

FIG. 7 shows the bottom 25 perforated two-inch portion 29 of the VMP 30 with a diecut transparent cellophane window 16 after it is detached from the VMP 30 and a glue strip 28 that helps hold the front side 31 and back side 32 of VMP 30 together and secures and seals the data card 17 to protect the encoded data.

Having now fully set forth the preferred embodiments and certain modifications of the concept underlying the present invention, various other embodiments of the lateral-mount lower tank as well as certain variations and modifications thereto may obviously occur to those skilled

in the art upon becoming familiar with said underlying concept. It is to be understood, therefore, that the invention may be practiced otherwise than as specifically set forth herein.

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What is claimed is:

1. A data card display pack for displaying and viewing a data card having confidential data on its back side, the display pack comprising an opaque back for covering the confidential data on the back of the data card and the front of the display pack having a diecut transparent cellophane window that permits viewing of the front of the data card, the display pack comprising:

5 a package constructed of a one-piece ten to twenty point board that is printed with a four-color exterior-forming first side and a one-color interior-forming second side, the board being folded, sealed and perforated to form the package having a four-color exterior front and back, a one-color interior, a top, left and right sides and a bottom;

10 a data card with a magnetic stripe of encoded data and a confidential personal identification number (PIN) printed on the back side of the data card, and nonconfidential data printed on the front side of the data card, the card being located for the front side to be viewed through the diecut transparent cellophane window disposed in the front of the package;

15 an adhesive that seals the data card in the diecut transparent cellophane window and the interior of the package, with additional adhesive also disposed at the top, right side and bottom of the package to seal the folded board to form the package, a line of perforations at each of the top, right side and bottom of the package, the bottom line of perforations intersecting the diecut transparent cellophane window to provide a quick release feature that exposes a portion of the 20 data card and the magnetic stripe for verification and activation of the encoded data while the data card remains adhesively secured in the display pack and covering the confidential PIN on

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the back of the data card, further separation of the perforations at the top and right side permits the package to unfold to reveal a printed interior of one of telephone rates, instructions for use, and advertisements.

2. The data card display pack of claim 1, further including a diecut hanger hole provided

5 for retail display.

3. A data card display pack for displaying and viewing a data card having confidential data on its back side, the display pack comprising an opaque back for covering the confidential data on the back of the data card and the front of the display pack having a diecut transparent window that permits viewing of the front of the data card, the display pack comprising:

a package constructed of board with an exterior-forming first side and an interior-forming second side, the board being folded sealed and perforated to form the package having an exterior front and back, an interior, a top, left and right sides and a bottom;

15 a data card with a magnetic stripe of encoded data and a confidential personal identification number (PIN) printed on the back side of the data card, and nonconfidential data printed on the front side of the data card, the card being located for the front side to be viewed through the diecut transparent window disposed in the front of the package;

20 an adhesive that seals the data card in the diecut transparent window and the interior of the package, with additional adhesive also disposed at the top, right side and bottom of the package to seal the folded board to form the package, a line of perforations at each of the top, right side and bottom of the package, the bottom line of perforations intersecting the diecut transparent window to provide a quick release feature that exposes a portion of the data card and

the magnetic stripe for verification and activation of the encoded data while the data card remains adhesively secured in the display pack and covering the confidential PIN on the back of the data card, further separation of the perforations at the top and right side permits the package to unfold to reveal a printed interior.

5 4. The data card display pack of claim 3, further including a diecut hanger hole provided for retail display.

5. A data card display package for displaying a data card without revealing confidential data disposed on a first side of said data card, comprising:

an opaque backing having first and second panels, first and second panel margins, and an aperture formed in said first panel;

a transparent layer bonded to said first panel and covering said aperture to form a display window;

whereby said first panel can be folded over said data card and onto said second panel to secure said data card there between, a second side of the data card remaining visible through the display window with the confidential data remaining masked from view by said backing.

15 6. The data card display package according to claim 5, wherein said backing is substantially rectangular.

20 7. The data card display package according to claim 5, wherein said aperture is a diecut window disposed in and bordered on three sides by said first panel.

8. The data card display package according to claim 7, wherein said aperture is diecut into a peripheral edge of said first panel.

9. The data card display package according to claim 5, wherein said aperture is a diecut window fully disposed in and bordered on four sides by said first panel.

10. The data card display package according to claim 9, wherein said aperture is diecut centrally in said first panel.

5 11. The data card display package according to claim 7, wherein the first panel of said backing is folded over the data card and onto the second panel of said backing, and said first and second panel margins are bonded around the data card to secure said data card therein.

10 12. The data card display package according to claim 11, wherein the first panel of said backing is folded over the data card and onto the second panel of said backing, and said first and second panel margins are bonded around the data card to partially secure the data card therein, a portion of the first and second sides of said data card outwardly extending from said package.

15 13. The data card display package according to claim 5, further comprising a plurality of perforations disposed in said panel margins for opening the package, wherein separation of the perforations permits the package to unfold to reveal a printed interior of said first and second panels.

14. The data card display package according to claim 7, further comprising a perforation intersecting the diecut transparent window to facilitate folding to expose a portion of the data card while the data card remains secured in the package with confidential data masked.

20 15. The data card display package according to claim 5, further comprising a diecut hanger hole.

DRAFT-1222-1000000000000000

ABSTRACT OF THE DISCLOSURE

The invention is a "VERI MAG PACK," a package that protects the magnetic stripe and PIN of a data card from unauthorized access from manufacture to the point of sale while allowing the retail sales clerk to have quick, easy access to the magnetic stripe at the time of sale. In one embodiment, a [When the] bottom perforated portion of the packet is removed, without destroying the integrity of the packet, and the magnetic stripe is revealed to the sales person to swipe through a magnetic card reader to verify, activate, and register the card. A second embodiment omits the bottom perforated portion leaving the magnetic stripe exposed to further expedite point of purchase processing while protecting the integrity of the PIN. In both cases, [T] the PIN remains inside the packet and not accessible to the sales person. Only the customer will see the PIN. The PIN and data card instructions are accessible when the perforated top and right sides of the packet are removed by the customer.

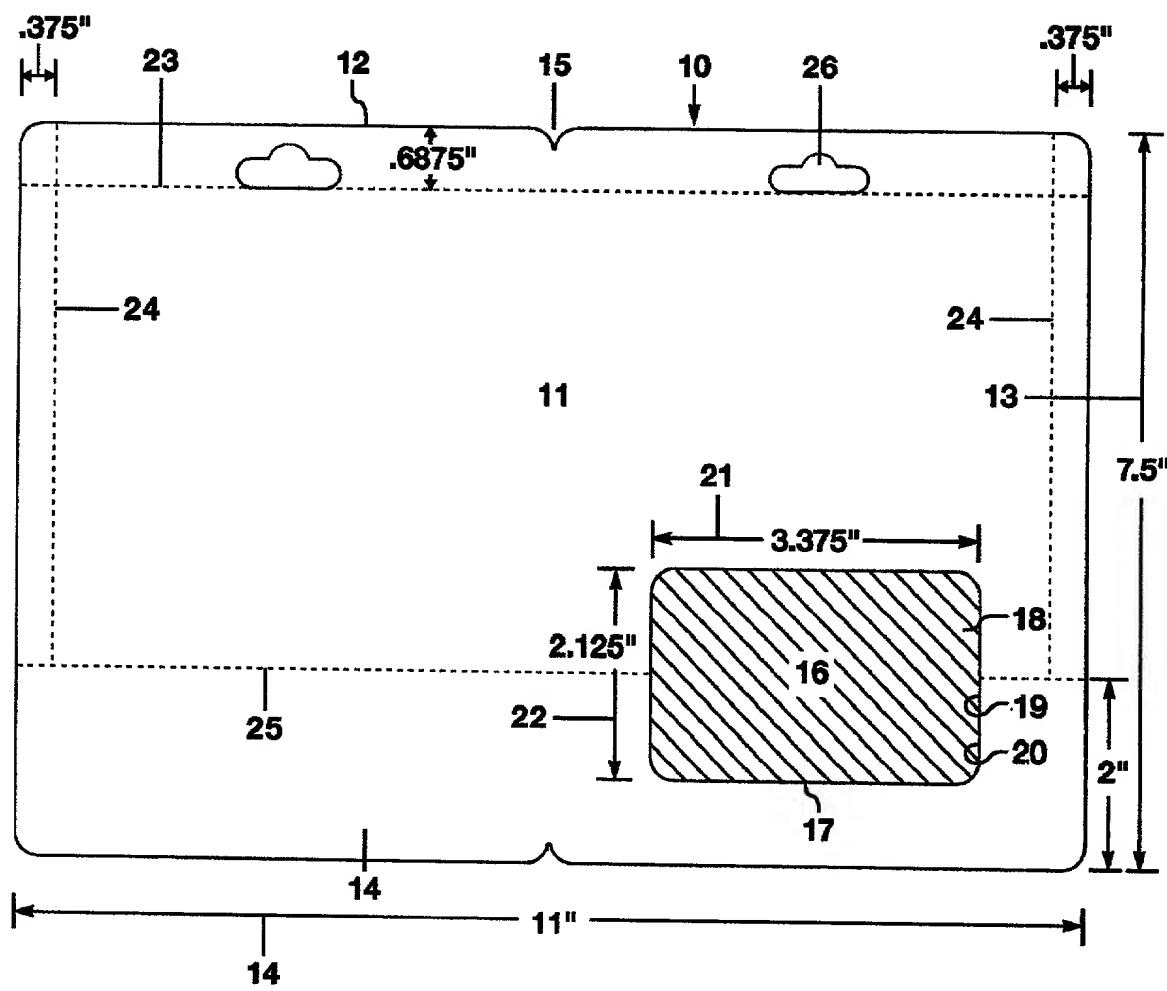


Fig. 1

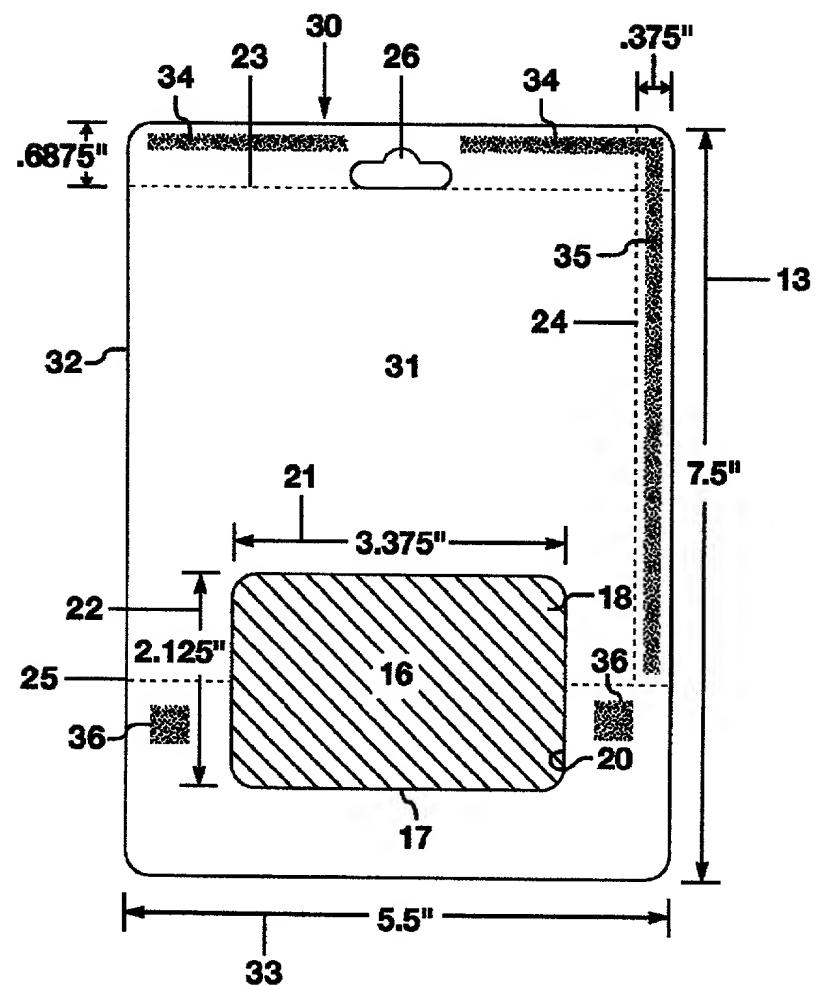


Fig. 2

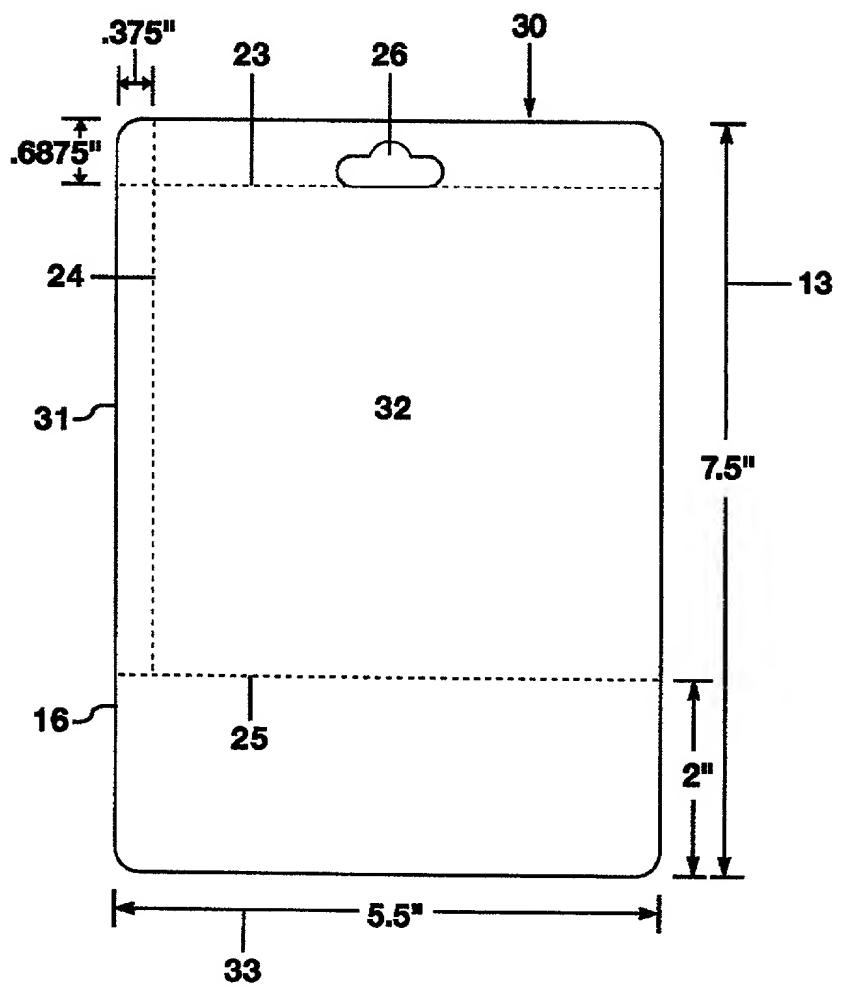


Fig. 3

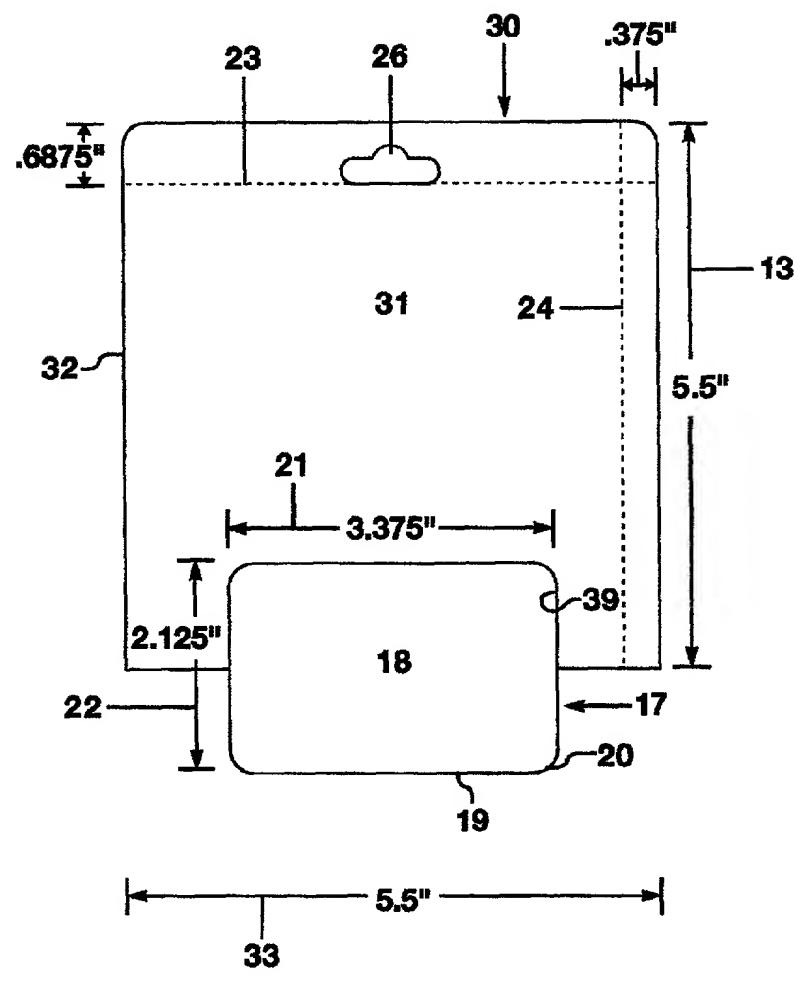


Fig. 4

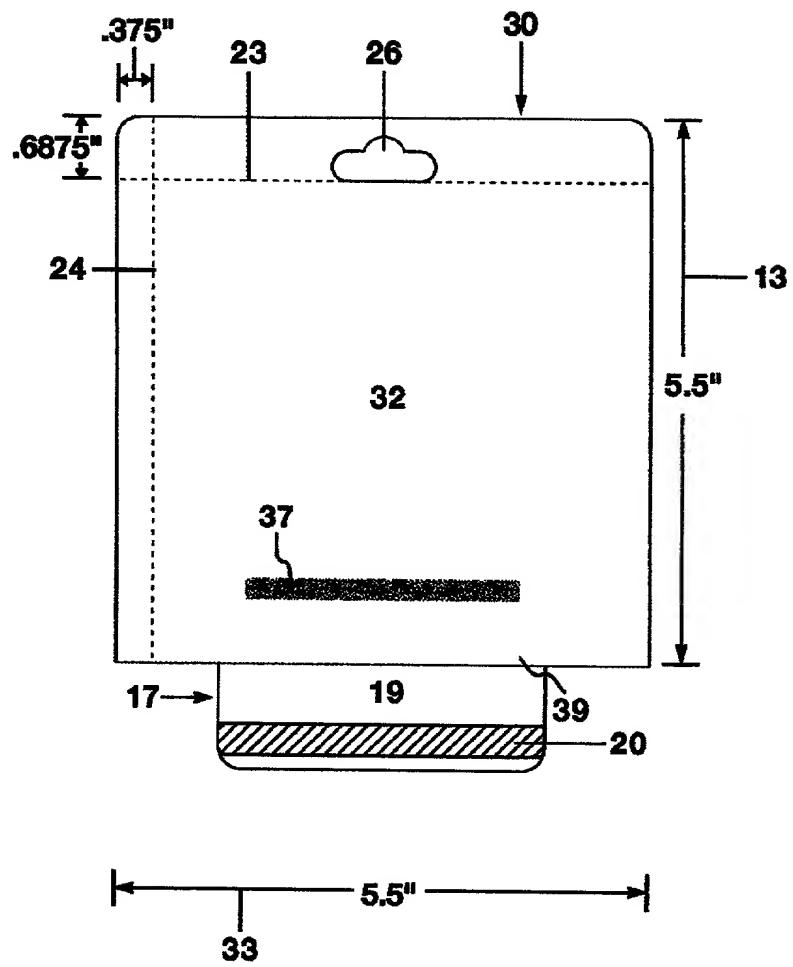


Fig. 5

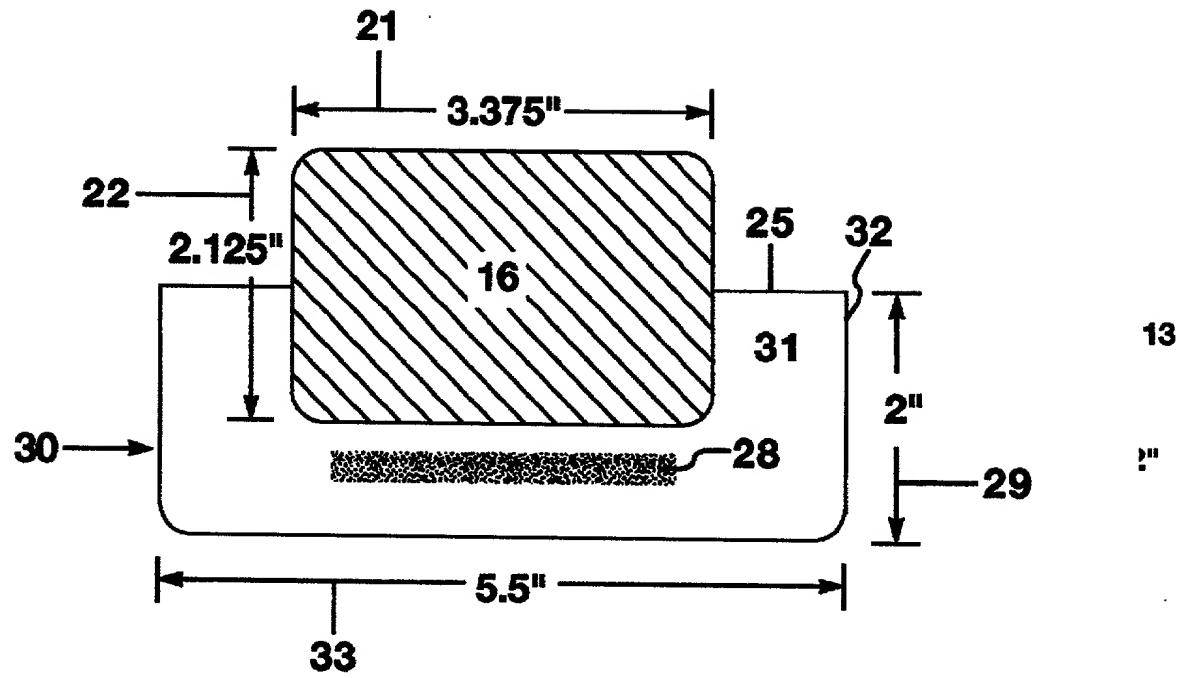


Fig. 7

REISSUE APPLICATION DECLARATION BY THE INVENTOR	Docket Number (Optional) SPRAGUE-REI-1
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As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are stated below next to my name. I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is described and claimed in patent number 5,842,629, granted 12/01/1998, and for which a reissue patent is sought on the invention entitled _____

VERI MAG PACK

the specification of which

is attached hereto.

was filed on _____ as reissue application number _____ / _____
and was amended on _____.
(If applicable)

I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

I verily believe the original patent to be wholly or partly inoperative or invalid, for the reasons described below. (Check all boxes that apply.)

- by reason of a defective specification or drawing.
- by reason of the patentee claiming more or less than he had the right to claim in the patent.
- by reason of other errors.

At least one error upon which reissue is based is described as follows:

1. The patentees claimed less than they had the right to claim in the patent. In particular, the patentees included unnecessary limitations directed to the material of which the package is made, the manner in which it is imprinted, the presence of perforations, the composition of the transparent window, and other matters.
2. There are defects in the specification. In particular, there is no reference to related patents of the relevant art, and there are various grammatical and punctuation errors.

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(REISSUE APPLICATION DECLARATION BY THE ASSIGNEE, page 2)

Docket Number (Optional)
SPRAGUE-REI-1

All errors corrected in this reissue application arose without any deceptive intention on the part of the applicant.

I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

Name(s)

Registration Number

Royal W. Craig**34,145****Gregory M. Stone****43,165****Joseph M. Gusmano****41,051**

Correspondence Address: Direct all communications about the application to:

 Customer Number

Type Customer Number here



Place Customer
Number Bar Code
Label here

OR

<input checked="" type="checkbox"/> Firm or Individual Name	Joseph M. Gusmano				
Address	LAW OFFICES OF ROYAL W. CRAIG, P.C.				
Address	210 North Charles Street, Suite 1319				
City	Baltimore	State	MD	ZIP	21201
Country	U.S.A.				
Telephone	410-528-8252	Fax	410-528-1066		

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine and imprisonment, or both, under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this declaration is directed.

Full name of person signing (given name, family name)

William R. Sprague

Signature	Date
 6/14/99	
Residence Reisterstown, Maryland, U.S.A.	Citizenship U.S.A.
Post Office Address 220 Business Center Drive, Reisterstown MD 21136	

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**STATEMENT CLAIMING SMALL ENTITY STATUS
(37 CFR 1.9(f) & 1.27(c))--SMALL BUSINESS CONCERN**
Docket Number (Optional)
SPRAGUE-REI-1Applicant, Patentee, or Identifier: **William R. SPRAGUE and Steven W. SPRAGUE**Application or Patent No.: **To be assigned (REISSUE)**Filed or Issued: **Herewith**Title: **VERI MAG PACK**

I hereby state that I am

the owner of the small business concern identified below:
 an official of the small business concern empowered to act on behalf of the concern identified below:

NAME OF SMALL BUSINESS CONCERN **Sprague Licensing Corporation**ADDRESS OF SMALL BUSINESS CONCERN **220 Business Center Drive
Reisterstown MD 21136**

I hereby state that the above identified small business concern qualifies as a small business concern as defined in 13 CFR Part 121 for purposes of paying reduced fees to the United States Patent and Trademark Office. Questions related to size standards for a small business concern may be directed to: Small Business Administration, Size Standards Staff, 409 Third Street, SW, Washington, DC 20416.

I hereby state that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention described in:

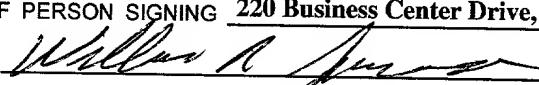
the specification filed herewith with title as listed above.
 the application identified above.
 the patent identified above.

If the rights held by the above identified small business concern are not exclusive, each individual, concern, or organization having rights in the invention must file separate statements as to their status as small entities, and no rights to the invention are held by any person, other than the inventor, who would not qualify as an independent inventor under 37 CFR 1.9(c) if that person made the invention, or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d), or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern, or organization having any rights in the invention is listed below:
 no such person, concern, or organization exists.
 each such person, concern, or organization is listed below.

Separate statements are required from each named person, concern or organization having rights to the invention stating their status as small entities. (37 CFR 1.27)

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

NAME OF PERSON SIGNING **William R. Sprague**TITLE OF PERSON IF OTHER THAN OWNER **President**ADDRESS OF PERSON SIGNING **220 Business Center Drive, Reisterstown MD 21136**SIGNATURE  DATE **6/14/99**